

Rep Order#	6830032	Ver#	2	Status	Returned
EC'd	Yes				

**Traffic Order# 103686**

Printed: 06/28/2012 10:12 AM  
Last Received: 06/27/2012 6:57 AM  
Showing Buylines: All Lines

1 of 6

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	( ) BERKELEY FOR SENATE
Product	BERKELEY FOR SENATE
Estimate#	30S
Buyer	MICHAEL DETTORRE
Phone#	
Fax#	

Agency ( ) SHORR,JOHNSON,MAGNUS  
1831 CHESTNUT ST. #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E //30S  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm	
Sales Office (	) PHILADELPHIA
Salesperson (	) AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

— CONTRACT COMMENT —

BERKLEY FOR SENATE -305 WEEK 2 SC=

— REMARKS —

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	430A-459A	NEWS	:30	\$50.00	10/23-10/26	4	1	4	\$200.00	
				Buyline Comment: NEWS								
	2	M	430A-459A	NEWS	:30	\$50.00	10/29-10/29	1	1	1	\$50.00	
				Buyline Comment: NEWS								
	3	M	5A-6A	NEWS	:30	\$200.00	10/29-10/29	2	1	2	\$400.00	
				Buyline Comment: NEWS								
	4	TU-F	5A-6A	NEWS	:30	\$200.00	10/23-10/26	8	1	8	\$1,600.00	
				Buyline Comment: NEWS								
	5	TU-F	6A-7A	NEWS	:30	\$300.00	10/23-10/26	8	1	8	\$2,400.00	
				Buyline Comment: NEWS								
	6	M	6A-7A	NEWS	:30	\$300.00	10/29-10/29	2	1	2	\$600.00	
				Buyline Comment: NEWS								
	7	M	7A-9A	NEWS	:30	\$400.00	10/29-10/29	4	1	4	\$1,600.00	
				Buyline Comment: TODAY								
	8	TU-F	7A-9A	NEWS	:30	\$400.00	10/23-10/26	16	1	16	\$6,400.00	
				Buyline Comment: TODAY								



3 of 6

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	M	3P-4P	PHIL	:30	\$200.00	10/29-10/29	2	1	2	\$400.00	
				Buyline Comment: PHIL								
	21	TU-F	3P-4P	PHIL	:30	\$200.00	10/23-10/26	8	1	8	\$1,600.00	
				Buyline Comment: PHIL								
	22	TU-F	430P-5P	NEWS	:30	\$300.00	10/23-10/26	4	1	4	\$1,200.00	
				Buyline Comment: NEWS								
	23	M	430P-5P	NEWS	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
				Buyline Comment: NEWS								
	24	M	4P-430P	NEWS	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
				Buyline Comment: NEWS								
	25	TU-F	4P-430P	NEWS	:30	\$300.00	10/23-10/26	4	1	4	\$1,200.00	
				Buyline Comment: NEWS								
	26	TU-F	5P-630P	NEWS	:30	\$450.00	10/23-10/26	8	1	8	\$3,600.00	
				Buyline Comment: NEWS								
	27	M	5P-630P	NEWS	:30	\$450.00	10/29-10/29	2	1	2	\$900.00	
				Buyline Comment: NEWS								
	28	M	730P-8P	FACE	:30	\$225.00	10/29-10/29	1	1	1	\$225.00	
				Buyline Comment: FACE								
	29	TU-F	730P-8P	FACE	:30	\$225.00	10/23-10/26	4	1	4	\$900.00	
				Buyline Comment: FACE								
	*30	SU	730P-8P	VEGAS INC	:30	\$150.00	10/28-10/28	1	1	1	\$150.00	
				Buyline Comment: VEGAS INC								
				Station Remark: V2 NA DT NFL								





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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*52	M	430A-459A		:30	\$150.00	10/29-10/29	1	1	1	\$150.00	
Buyline Comment: EARLY												
Station Remark: V2 NA DT RATE - NEEDS TO BE EITHER \$100 OR \$200												

---REPORT TOTALS---

Report Totals: 168 / \$48,575.00

---SALES MONTHLY TOTALS---

Oct 12: 138 / \$40,930.00 Nov 12: 30 / \$7,645.00

Sales Totals: 168 / \$48,575.00

Station Totals: 168 / \$48,575.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$242,875

CATV 0%  
KTUV 32%  
XXXX 0%

KBIR 0%  
KTUD 0%

KINC 0%  
KVCW 1%

KLAS 21%  
KVMY 1%

KSNV 20%  
KVVU 25%

---COMPETITIVE COMMENTS---

NEW ORDER

EST SHARES

Books NOV12  
Demos RA35+